

Interviewing 101

The Interview Checklist

***Preparing to meet
the camera...***

Command Messages

- ♦ ***What are they?***
 - ♦ ***Reason you are conducting the interview***
 - ♦ ***What you need/want to convey***
 - ♦ ***Think in terms of “headlines”***
- ♦ ***Examples:***
 - ♦ ***Condolence***
 - ♦ ***Training/inherent danger***
 - ♦ ***Honor, courage, commitment***
 - ♦ ***Readiness***

Sound Bites

- ♦ ***Concise expression of “command message”***
 - ♦ ***10-15 seconds long or natural breath***
 - ♦ ***“Packaging and bundling”***
 - ♦ ***Stand alone***
 - ♦ ***Examples...***

Bridging Language

- ♦ ***Return to “command message”***
 - ♦ ***Briefly address question***
 - ♦ ***Create bridge***
- ♦ ***Examples:***
 - ♦ ***“Yes, but I want to point out...”***
 - ♦ ***“The critical issue is...”***
 - ♦ ***“The important thing to remember is...”***

Commercial Break

★ *Flubbed Headlines:*

**Louisiana Governor Defends Wife, Gift from
Korean**

New housing for elderly not yet dead

Federal Agents Raid Gun Shop, Find Weapons

Body search reveals \$4,000 in crack

Know Your Interviewer

- ♦ ***Reporter's beat/personality***
 - ♦ ***Military relationship or knowledge***
- ♦ ***Network/Publication***
 - ♦ ***Demographics***
 - ♦ ***Tailored message***
- ♦ ***Resources***
 - ♦ ***Internet/pubs/Early Bird***
 - ♦ ***PAO***

Knowledge

- ♦ ***Have technical information on-hand***
 - ♦ ***Statistics/history/manuals***
- ♦ ***“Hot Potatoes”***
 - ♦ ***Relevant/Irrelevant***
 - ♦ ***Resources: Internet/pubs/PAO***

PAO Assistance

- ♦ ***Public Affairs Guidance (PAG)***
 - ♦ ***“Q’s and A’s”***
- ♦ ***Rehearse***
- ♦ ***Ground Rules***
 - ♦ ***Subjects/timeline/releasable info***
- ♦ ***Monitor Interview***

During the Interview

- ♦ ***Feelings***
 - ♦ ***Opportunity***
 - ♦ ***Sincerity***
- ♦ ***Analysis***
 - ♦ ***Public interest viewpoint***
- ♦ ***Tone***
 - ♦ ***Conversational***
- ♦ ***Energy***
 - ♦ ***High level/controlled***

On-Camera Tips

- ♦ ***Location***
 - ♦ ***Relevant to subject***
 - ♦ ***Uncluttered***
- ♦ ***Physical appearance***
 - ♦ ***Uniform***
 - ♦ ***Hand/Body movement***
 - ♦ ***Microphone***

On-Camera Tips

- ♦ ***Speech***
 - ♦ ***Never say “No comment”***
 - ♦ ***Don’t repeat negative words/phrases***
 - ♦ ***Starting over***
 - ♦ ***Never “off the record”***

Be the Expert

- ♦ ***Talk about what you know***
 - ♦ ***Subject Matter Expert***
 - ♦ ***Reporter's facts/figures***
 - ♦ ***Don't speculate***
- ♦ ***Be candid, concise, clear***
- ♦ ***You are the Marine Corps***
 - ♦ ***Minimal personal opinions***

You are ready to
meet the camera!
